From:	Ari Zeevi Farkash <ari@fstbm.com>
To:	Gary Fegel <gary@fegel.com> Ehud Barak <ehbarak1@gmail.com>
CC:	
Date:	Fri, 8/21/2015 10:24:33 AM
Subject:	RE: selfie pay

Our experience shows that this is a very hot market. We learned this market deeply. To be practical, we have built a detailed plan to conquer the consumer market no later than 2016. Ehud, can you join us to this discussion we planned for Gary with our professional team Sunday 14:00? If this time does not work for you, we can discuss on Monday morning.
Shabbat shalom, Farkash

-----Original Message-----
From: Gary Fegel [mailto:gary@fegel.com]
Sent: Friday, August 21, 2015 8:16 AM
To: Ehud Barak
Cc: Ari Zeevi Farkash
Subject: Re: selfie pay

I agree. The reason I sent this over is because I bel wives it highlights that big companies in the payment space are experimenting with new solutions, involving one-self. Whether this one or Apple Pay - they all depend on the smart phone and its capabilities. Biometrics is better, no doubt, but eventually everybody will be aware of this and the space gets crowded.
Let's debate next week.
Shabbat shalom

> On 21 Aug 2015, at 07:04, Ehud Barak wrote:
> D
> Hi Gary, hi Farkash
>
> Interesting. It seems to me that this one won't fly. Because to verify identity in remote control you need at least two independent "finger prints" which are not easy to get and are synchronized. A picture ("good selfie") is too easy to get, I think.
> Having said that,we see everyone is moving fast forward. We are ,by definition, living on a borrowed time.
> So let's move.
> Best
> EB
>
> Sent from my iPhone
>
>> On Aug 21, 2015, at 00:17, Gary Fegel wrote:
>>
>> Hi Ehud, hi Farkash
>> Pls click the following link
>>
>> http://www.dailymail.co.uk/sciencetech/article-3204608/Shop-SELFIE-MasterCard-trials-facial-recognition-technology-verify-payments.html
>>

>> Maybe a long shot, but it's clear that we are on the right path, however, we can't lose anymore time if we want to pioneer the consumer space.
>>
>> Also, pls let me know when we can meet the 3 of us the coming Monday.
>>
>> Thanks
>> Gary
>>